

What is claimed is:

1. An advertisement system comprising:

2 a portable communication terminal capable of
3 displaying an advertisement on a standby screen;
4 a terminal management device for managing said
5 portable communication terminal; and
6 an advertisement broadcast device for storing
7 advertisement data provided by an advertisement
8 broadcaster,

9 wherein said terminal management device has
10 notification means for, when a registration
11 request for first information representing that said
12 portable communication terminal is an advertisement
13 display terminal and second information representing an
14 advertisement broadcaster designated by said portable
15 communication terminal is issued, notifying said
16 advertisement broadcast device of the registration
17 request including the first information in accordance
18 with the second information,

19 registration means for registering the first
20 information and the second information when said
21 advertisement broadcast device sends registration
22 acceptance in response to the registration request
23 notification from said notification means, and
24 display control means for, when advertisement
25 data is received from said advertisement broadcast

26 device which is a registration acceptance notification
27 source, transmitting the received advertisement data to
28 said portable communication terminal on the basis of the
29 registered first information and the registered second
30 information, and displaying the advertisement data on
31 the standby screen of said portable communication
32 terminal.

2. A system according to claim 1, wherein when a
2 registration cancel request for said portable
3 communication terminal is issued, said registration
4 means cancels registration of the first information and
5 the second information, and said notification means
6 notifies said advertisement broadcast device of
7 cancellation of registration of said portable
8 communication terminal.

3. An advertisement system comprising:
2 a portable communication terminal capable of
3 displaying an advertisement on a standby screen;
4 a terminal management device for managing said
5 portable communication terminal;
6 a server which is connected to Internet and
7 has a plurality of advertisement pages that store
8 advertisement data; and
9 an advertisement management device for
10 managing each advertisement page of said server,

11 wherein said advertisement management device
12 has registration means for registering URL of an
13 advertisement page in said terminal management device,
14 and
15 said terminal management device has
16 search means for, when said portable
17 communication terminal sends URL of an Internet page,
18 searching URLs registered by said registration means for
19 the sent URL,
20 notification means for notifying said
21 advertisement management device of the searched URL when
22 said search means finds out the URL,
23 transmission means for, when said
24 advertisement management device sends back registration
25 acceptance in response to the URL notification from said
26 notification means, transmitting the
27 registration-accepted URL to said portable communication
28 terminal,
29 request means for, when a transmission request
30 for advertisement data of an advertisement page
31 corresponding to the URL is received from said portable
32 communication terminal in response to transmission of
33 the URL, requesting transmission of the advertisement
34 data corresponding to URL of said server, and
35 display control means for, when the
36 advertisement data is received from said server in
37 response to the advertisement data transmission request,

38 transmitting the received advertisement data to said
39 portable communication terminal, and displaying the
40 advertisement data on the standby screen.

4. A system according to claim 3, wherein when
2 said portable communication terminal sends cancel
3 information based on cancel of the standby screen, said
4 notification means notifies said advertisement
5 management device of the cancel information.

5. An advertisement display method in a system
2 having
3 a portable communication terminal capable of
4 displaying an advertisement on a standby screen,
5 a terminal management device for managing the
6 portable communication terminal, and
7 an advertisement broadcast device for storing
8 advertisement data provided by an advertisement
9 broadcaster, comprising the steps of:
10 when a registration request for first
11 information representing that the portable communication
12 terminal is an advertisement display terminal and second
13 information representing an advertisement broadcaster
14 designated by the portable communication terminal is
15 issued, sending a registration request notification
16 including the first information from the terminal
17 management device to the advertisement broadcast device;

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18 registering the first information and the
19 second information in the terminal management device
20 when the advertisement broadcast device sends
21 registration acceptance;
22 when the advertisement broadcast device which
23 has sent registration acceptance transmits advertisement
24 data, transmitting the advertisement data from the
25 terminal management device to the portable communication
26 terminal in accordance with the registered first
27 information and the registered second information; and
28 displaying the advertisement data transmitted
29 from the terminal management device on the standby
30 screen of the portable communication terminal.

6. A method according to claim 5, further
2 comprising the steps of:
3 canceling registration of the first
4 information and the second information by the terminal
5 management device upon reception of a registration
6 cancel request from the portable communication terminal;
7 and
8 at the same time, notifying the advertisement
9 broadcast device from the terminal management device of
10 cancellation of registration of the portable
11 communication terminal.

7. An advertisement display method in a system

2 having

3 a portable communication terminal capable of

4 displaying an advertisement on a standby screen,

5 a terminal management device for managing the

6 portable communication terminal,

7 a server which is connected to Internet and

8 has a plurality of advertisement pages that store

9 advertisement data, and

10 an advertisement management device for

11 managing each advertisement page of the server,

12 comprising the steps of:

13 registering URL of an advertisement page from

14 the advertisement management device in the terminal

15 management device;

16 when the portable communication terminal sends

17 URL of an Internet page, searching registered URLs for

18 the sent URL to notify the advertisement management

19 device from the terminal management device of the

20 searched URL;

21 when the advertisement management device sends

22 registration acceptance in response to the URL

23 notification, transmitting the registration-accepted URL

24 from the terminal management device to the portable

25 communication terminal;

26 when the portable communication terminal

27 requests transmission of advertisement data of a

28 corresponding advertisement page in response to

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29 transmission of the URL, requesting transmission of the
30 advertisement data corresponding to the URL of the
31 server from the terminal management device;

32 when the advertisement data is received from
33 the server in response to the advertisement data
34 transmission request, transmitting the received
35 advertisement data from the terminal management device
36 to the portable communication terminal; and
37 displaying the advertisement data transmitted
38 from the terminal management device on the standby
39 screen of the portable communication terminal.

8. A method according to claim 7, further
2 comprising the step of, when the portable communication
3 terminal sends a registration cancel request, notifying
4 the advertisement management device from the terminal
5 management device of the registration cancel request.

9. An advertisement display program in a system
2 having
3 a portable communication terminal capable of
4 displaying an advertisement on a standby screen,
5 a terminal management device for managing the
6 portable communication terminal, and
7 an advertisement broadcast device for storing
8 advertisement data provided by an advertisement
9 broadcaster, comprising a program which executes the

10 steps of:

11 when a registration request for first
12 information representing that the portable communication
13 terminal is an advertisement display terminal and second
14 information representing an advertisement broadcaster
15 designated by the portable communication terminal is
16 issued, sending a registration request notification
17 including the first information from the terminal
18 management device to the advertisement broadcast device;

19 registering the first information and the
20 second information in the terminal management device
21 when the advertisement broadcast device sends
22 registration acceptance;

23 when the advertisement broadcast device which
24 is a registration acceptance notification source
25 transmits advertisement data, transmitting the
26 advertisement data from the terminal management device
27 to the portable communication terminal in accordance
28 with the registered first information and the registered
29 second information; and

30 displaying the advertisement data transmitted
31 from the terminal management device on the standby
32 screen of the portable communication terminal.

10. A program according to claim 9, further

2 comprising a program which executes the steps of:

3 canceling registration of the first

4 information and the second information by the terminal
5 management device upon reception of a registration
6 cancel request from the portable communication terminal;
7 and
8 at the same time, notifying the advertisement
9 broadcast device from the terminal management device of
10 cancellation of registration of the portable
11 communication terminal.

11. An advertisement display program in a system
2 having
3 a portable communication terminal capable of
4 displaying an advertisement on a standby screen,
5 a terminal management device for managing the
6 portable communication terminal,
7 a server which is connected to Internet and
8 has a plurality of advertisement pages that store
9 advertisement data, and
10 an advertisement management device for
11 managing each advertisement page of the server,
12 comprising a program which executes the steps of:
13 registering URL of an advertisement page from
14 the advertisement management device in the terminal
15 management device;
16 when the portable communication terminal in
17 no-use sends URL of an Internet page, searching
18 registered URLs for the sent URL to notify the

19 advertisement management device from the terminal
20 management device of the searched URL;
21 when the advertisement management device sends
22 registration acceptance in response to the URL
23 notification, transmitting the registration-accepted URL
24 from the terminal management device to the portable
25 communication terminal;
26 when the portable communication terminal
27 requests transmission of advertisement data of an
28 advertisement page corresponding to the URL in response
29 to transmission of the URL, requesting transmission of
30 the advertisement data corresponding to the URL of the
31 server from the terminal management device;
32 when the advertisement data is received from
33 the server in response to the advertisement data
34 transmission request, transmitting the received
35 advertisement data from the terminal management device
36 to the portable communication terminal; and
37 displaying the advertisement data transmitted
38 from the terminal management device on the standby
39 screen of the portable communication terminal.

12. A program according to claim 11, further
2 comprising a program which executes the step of, when
3 the portable communication terminal sends a registration
4 cancel request, notifying the advertisement management
5 device from the terminal management device of the

6 registration cancel request.

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